

# Monitor your account health

To view your account health, follow these instructions:

1. Go to Seller Central homepage.
2. Under **Performance**, click on **Account Health**.

The Account Health page provides an overview of your seller account's adherence to the performance ~~criteria~~~~targets and policies~~ required to sell on Amazon. To ensure that we are delivering a great experience for our customers, Amazon might take action on these performance metrics if they do not comply with our targets.

We regularly review the performance of all sellers and notify them when they are off-target. The intent of this review is to give you the opportunity to improve your performance before the issue affects your ability to sell. Occasionally, seller accounts with very poor performance are deactivated.

**Note:** If your seller account has been deactivated, you may be eligible for reinstatement. You can appeal by providing us with a plan of action for correcting the problems that contributed to the enforcement action.

**Note:** Find out how to [Appeal the restriction or removal of selling privileges](#).

~~The Account Health page provides you with visibility into your seller account's adherence to the targets for various product policies as well as the below performance metrics~~

~~Contractual performance criteria that you must adhere to are (1) Order Defect Rate, (2) Cancellation Rate and (3) Late Dispatch Rate. The other indicators are nice to have indicators and there are no consequences for not meeting them.~~

## Contractual performance criteria:

### Order Defect Rate

The Order Defect Rate (ODR) is a key measure of your ability to provide a good customer experience. It includes all orders with one or more defects (defined below) represented as a percentage of total orders during a given 60-day time period.

An order has a defect if it results in negative feedback, an A-to-z Guarantee claim that is not denied or a credit card chargeback.

Our policy is that sellers maintain an ODR under 1% in order to sell on Amazon. An ODR above 1% may result in account deactivation.

### Cancellation Rate

The Cancellation Rate (CR) is all seller-cancelled orders represented as a percentage of total orders during a given 7-day time period. CR only applies to seller-fulfilled orders.

This metric includes all order cancellations initiated by the seller, with the exception of those requested by the customer using the order-cancellation options in their Amazon account. Pending orders that are cancelled by the customer directly on Amazon are not included.

Our policy is that sellers maintain a CR under 2.5% in order to sell on Amazon. A CR above 2.5% may result in account deactivation.

### **Late Dispatch Rate**

The Late Dispatch Rate includes all orders with shipping confirmations that are completed after their expected shipping dates. Late Dispatch Rate is represented as a percentage of total orders over a 10-day or 30-day period. Late Dispatch Rate only applies to seller-fulfilled orders.

It is important to confirm the delivery of orders by the expected dispatch date so that customers can see the status of their dispatched orders online. Orders that are dispatch-confirmed late might lead to increased claims and negative feedback and/or customer contacts, and could negatively impact customer experience.

Our policy is that sellers maintain a Late Dispatch Rate under 4% in order to sell on Amazon. A Late Dispatch Rate above 4% can result in account deactivation.

### **Additional indicators :**

Formatted: Font: Bold

### **Valid Tracking Rate**

The Valid Tracking Rate (VTR) includes all shipments with a valid tracking number represented as a percentage of total shipments during a given 30-day time period. VTR only applies to seller-fulfilled orders.

Amazon customers depend on tracking numbers to find out where their orders are and when they can expect to receive them. The Valid Tracking Rate is a performance metric that reflects those expectations. All major carriers, including USPS, FedEx, UPS and DHL now offer free tracking.

There is no consequence for not meeting the VTR target.

### **On-Time Delivery Rate**

The On-Time Delivery Rate (OTDR) includes all shipments delivered by their estimated delivery dates represented as a percentage of total tracked shipments. OTDR only applies to seller-fulfilled orders.

We consider OTDR performance when determining which Transit Times you are eligible to set, which may enable you to promise faster delivery times and improve your conversion.

We recommend that sellers maintain an OTDR greater than 97% in order to provide a good customer experience; however, there is no ~~penalty consequence~~ for not meeting the ~~performance~~ OTDR target ~~at this time~~.

### Return Dissatisfaction Rate

The Return Dissatisfaction Rate (RDR) measures your customers' satisfaction with their return experience. The return experience is negative when a return request has negative buyer feedback (Negative Return Feedback Rate), is not responded to within 48 hours (Late Response Rate), or is incorrectly denied (Invalid Rejection Rate). Your Return Dissatisfaction Rate is all negative return requests represented as a percentage of total return requests.

Our policy is that sellers maintain an RDR under 10%. ~~At this time, there is no~~ ~~penalty consequence~~ for not meeting the ~~performance~~ RDR target, although customers with unresolved problems are more likely to submit negative feedback and A-to-z Guarantee claims.

## Frequently asked questions

### **What is an order defect?**

An order is defective if we have received a negative feedback, an A-to-z Guarantee claim or a service credit card chargeback on that order.

### **What is the Order Defect Rate (ODR)?**

The Order Defect Rate (represented as a percentage) is all orders with one or more defects (defined below) as a percentage of total orders during a given 60-day time period.

### **Over what time period is the ODR calculated?**

The ODR can be calculated over any historical order period. Since many defects are reported several weeks after orders have been placed or received, we typically only compute them for periods ending no earlier than 30 days from the present.

### **If I have an A-to-z Guarantee claim and a negative feedback rating on an order, does it count twice?**

No, an order can only be defective once. Having negative feedback and a claim on the same order will only count as a single defect.

### **Do all claims count as defects?**

No, not all claims are counted as defects. Resolved claims that are denied, including buyer-withdrawn claims that are denied, don't affect your ODR.

### **What is the Negative Feedback Rate?**

The Negative Feedback Rate is the number of orders that have received a negative feedback divided by the number of orders in the time period. This metric is order-correlated, meaning we look at the date of the order (not the date on which the feedback was received) when computing the rate. It is one of the three components of the ODR metric.

### **What is a service credit card chargeback?**

When a buyer disputes a purchase charged to their credit card with their bank, it's referred to as a chargeback request. These chargebacks are broadly categorised as either fraud or service.

A fraud chargeback means that the buyer claims not to have made the purchase at all. These are typically related to stolen credit cards used by fraudulent buyers. Amazon protects you 100% from fraudulent transaction chargebacks.

A service chargeback means the buyer acknowledges a purchase but indicates to their credit card issuer that they experienced a problem.

Such problems may include:

- The buyer claims the item was not received.
- The item was returned but no refund was given.
- The buyer received a damaged or defective product.

A service chargeback is similar to an A-to-z Guarantee claim, except that the processing and decision is made by the credit card issuer, not Amazon.

### **What is the service chargeback rate?**

The service chargeback rate is the number of orders that have received a service credit card chargeback divided by the number of orders in the time period of interest. The metric is order-correlated and is represented as a percentage. It is one of the three components of the Order Defect Rate metric.

### **What is the filed A-to-z Guarantee claim rate?**

The A-to-z Guarantee claim rate is the number of orders that have received an A-to-z Guarantee claim divided by the number of orders in the time period of interest. It's one of the three components of the ODR metric. When computing the A-to-z Guarantee claim rate, we consider all claims – any status – filed by buyers.

### **Is buyer-removed negative feedback included?**

No. If a buyer withdraws negative feedback, it's not counted as part of your defect rate calculation. You may see such feedback in your metrics up to 48 hours after a buyer has removed it.

### **What is the Late Dispatch Rate ?**

The Late Dispatch Rate includes all orders with shipping confirmations that are completed after their expected dispatch dates. Late Dispatch Rate is represented as a percentage of total orders over a 10-day or 30-day period. Late Dispatch Rate only applies to seller-fulfilled orders.

It is important to confirm the delivery of orders by the expected dispatch date so that customers can see the status of their dispatched orders online. Orders that are dispatch-confirmed late might lead to increased claims and negative feedback and/or customer contacts, and could negatively impact customer experience.

Our policy is that sellers maintain a Late Dispatch Rate under 4% in order to sell on Amazon. A Late Dispatch Rate above 4% can result in account deactivation.

### **What is the Cancellation Rate?**

The Cancellation Rate (CR) is all seller-cancelled orders represented as a percentage of total orders during a given 7-day time period. CR only applies to seller-fulfilled orders.

This metric includes all order cancellations initiated by the seller, with the exception of those that are requested by the customer using the order-cancellation options in their Amazon account. Pending orders that are cancelled by the customer directly on Amazon are not included.

Our policy is that sellers maintain a CR under 2.5% in order to sell on Amazon. A CR above 2.5% may result in account deactivation.

### **Why are seller-cancelled orders bad?**

It's important to ensure that items you have listed on Amazon are in stock and available to ship. When a seller cancels an order placed by a buyer prior to fulfilment, we have found that this is mainly due to the item being out of stock. Some percentage of stock-outs may be unavoidable in normal business practice. However, we expect sellers to minimise such issues. High Cancelled Order Rates are a problem that can impact your selling account. In the short term, it also negatively affects your bottom line because an unfulfilled order is lost revenue to your company.

### **What is the difference between a refunded and a cancelled order?**

A decision not to fulfil an order prior to delivery confirmation is treated as a cancelled order. Once an order is dispatch-confirmed, a decision to accept a return or not deliver an item is treated as a refund. Refunds are not always negative events, but a high Refund Rate can often be a sign of an underlying issue worthy of review.

### **Why can't you provide data on recent orders?**

Negative feedback, A-to-z Guarantee claims and service credit card chargebacks are submitted, on average, at least several weeks from the date of an order. Until that average time has passed, a

seller's defect rate will always be artificially low. Waiting an extended period (90 days) gives the most accurate view of actual performance. However, in the interest of providing earlier information on your performance, we may report information on orders as early as 30 days post-purchase.

### **What are the performance criteria targets?**

All Amazon sellers ~~should~~**must** be working toward achieving and maintaining a level of customer service that meets the following performance criteria targets for every product they sell:

- Order defect rate: <1%
- Pre-Fulfilment cancellation rate: <2.5%
- Late dispatch rate: < 4%

### **What happens if my account's performance does not meet the performance targets?**

Failure to meet these targets may result in the removal or restriction of your selling privileges. Find out how to [Appeal the Removal of Selling Privileges](#).

### **How can I use this information to improve my business?**

We hope that you'll be able to utilise both recent and historical information to minimise your cancelled and defective orders while maximising your on-time delivery percentages. Taken together, these practices will increase positive customer experiences, which will be reflected in better feedback and happier customers. Both tend to drive increased sales.

### **What is the Account Status?**

Your selling account can be in one of the following statuses:

- **Active:** Your selling account is able to sell on Amazon and funds (payments) may be disbursed as per the normal schedule.
- **Under Review:** Your selling account is able to sell on Amazon, but is currently under review by Amazon and funds are temporarily withheld until the review is completed.
- **Suspended:** Your selling account is not able to sell on Amazon and funds are temporarily withheld.

You can see your account status on the [Performance Notifications](#) page.

### **Why are my performance metrics displayed by fulfilment channel?**

Sellers who deliver their own orders and also use FBA should understand the quality of the fulfilment experience they provide to buyers in both cases. For example, a seller may have an overall Late Dispatch Rate that meets Amazon's performance targets, but not meet the late shipment performance target for orders that they dispatch themselves. Viewing performance

metrics by fulfillment channel may help sellers identify a problem faster and work to correct it earlier.

#### **How should I use the metrics based on product line?**

From time to time sellers will provide better buyer experiences on some types of items than others. For example, a seller may have proven performance selling Office products but have problems when expanding into a new product line such as Consumer Electronics. Separating defective orders and cancellation rates by product type may help you identify a problem faster and work to correct it earlier.

#### **Why don't the numbers in the report match details otherwise in my account?**

Today there are multiple views of seller performance. The metrics reported in this page are order-correlated and focus primarily on the customer experience. Metrics reported elsewhere in the account are not order-correlated and are linked to financial data.

#### **Why doesn't the Negative Feedback Rate match what is displayed to buyers on the website?**

The Negative Feedback Rate published on the Performance Metrics page is order-correlated and is one of the three components of the ODR metric. In an order-correlated view, the Negative Feedback Rate is calculated as the percentage of orders with a negative feedback rating in a specific time period, regardless of when the feedback was received. This differs from the feedback ratings displayed to buyers in that buyer feedback ratings are calculated based on when the feedback was received instead of when the order was placed.

#### **Why doesn't the Refund Rate match what is displayed elsewhere in my account?**

The Refund Rate published in the Performance Metrics pages is order-correlated. In an order-correlated view, the Refund Rate is calculated as the percentage of orders in a specific time period with a refund, regardless of when the refund was issued. This differs from Refund Rates that are calculated based on when the refund was issued instead of when the order was placed.

#### **What is an order-correlated metric?**

When a measure is order-correlated, we are reviewing the results for a specific order time period. This differs, for example, from positive feedback ratings currently displayed to buyers. Buyer feedback is calculated based on when the information is received instead of when the order was placed. An order-correlated view would present the number of positive feedback ratings received on orders placed in a specific time period, regardless of when the feedback was received.

#### **Will you publish the Order Defect Rate for buyers on Amazon?**

We do not have plans to publish the ODR for buyers in the near future.

## Monitor your account health

- [Account Health FAQ](#)
- [Order Defect Rate](#)
- [Cancellation Rate](#)
- [Late Dispatch Rate](#)
- [On-Time Delivery](#)
- [Valid Tracking Rate](#)
- [Return Dissatisfaction Rate](#)
- [Improve your performance](#)
- [Appeal the restriction or removal of selling privileges](#)
- [Create a plan of action to reinstate selling privileges](#)